



State of Wisconsin  
Department of Public Instruction  
Elizabeth Burmaster, State Superintendent

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\*\*\***NEWS RELEASE**\*\*\*

**FOR IMMEDIATE RELEASE**

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CONTACT: Patrick Gasper, Communications Officer, (608) 266-3559

## Burmaster appoints entrepreneurship task force

MADISON—Teaching students how to transform innovative and creative ideas into products and services the public wants is the purpose of the new State Superintendent's Entrepreneurship Task Force, which will help Wisconsin schools teach entrepreneurial attitudes and skills throughout the curriculum.

"Entrepreneurship stems from creativity and innovation," said State Superintendent Elizabeth Burmaster. "This task force will develop a framework for entrepreneurship that will help educators teach the knowledge, skills, and dispositions of entrepreneurial literacy. We want our students to know how to harness their creative and innovative capacities in an entrepreneurial spirit that supports economic growth and business vitality. This is one means for Wisconsin to gain a competitive edge in the 21st century global economy."

James Morgan, vice president of marketing and membership for Wisconsin Manufacturers and Commerce in Madison, and Rep. Sondy Pope-Roberts (D-Middleton), will serve as co-chairs and lead the task force as it develops a framework for entrepreneurship that will guide school district planning for entrepreneurship education across the curriculum. Burmaster commended the Department of Financial Institutions for its partnership and financial support for the task force. "I am honored to name Secretary Lorrie Keating Heinemann as honorary chair," she said. Specifically, the task force will

- define entrepreneurial literacy and its role within the curriculum;
- identify the knowledge, skills, and dispositions of entrepreneurial literacy; and
- create a framework to support instruction, programs, and students.

The task force is made up of business and community representatives; educational advocates and leaders, including teachers from multiple disciplines; and entrepreneurs from across the state. The first meeting will be held from 10 a.m. to 3 p.m. Jan. 28 at the Sheraton Madison Hotel. In May, the task force

(more)

will present recommendations to the state superintendent for a framework that will guide district planning for entrepreneurship education across the curriculum.

Entrepreneurship education is a proven method to engage youth in their learning. It teaches students to become constructive thinkers who not only see potential in a creative idea or innovation, but also know the actions needed to produce value. Research indicates that more than 70 percent of American high school students have expressed interest in owning their own business. Additionally, educators have found that entrepreneurship training encourages students to use sophisticated mathematics and science concepts in real-life situations, improving academic performance. And, at its most basic level, students enrolled in entrepreneurship education programs have better attendance, are less likely to drop out, and show more ambitious goals for life after high school.

“Entrepreneurial skills are a key component of 21st century learning,” Burmaster said. “Entrepreneurship education, grounded in academic content, will give all Wisconsin students an opportunity to develop a mindset and the skills to nurture innovation and creativity from ideas to real products and services. Wisconsin’s economic prosperity depends on developing innovators and entrepreneurs who will generate new jobs for the future. The work of this task force will help us enhance and expand entrepreneurship education in our schools.”

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**NOTES:** Attached is a list of members of the State Superintendent’s Entrepreneurship Task Force. This news release is available electronically at [http://dpi.wi.gov/eis/pdf/dpi2009\\_09.pdf](http://dpi.wi.gov/eis/pdf/dpi2009_09.pdf).

# State Superintendent's Entrepreneurship Task Force

## Honorary Chair

Lorrie Keating Heinemann, Secretary  
Wisconsin Department of Financial Institutions

## Co-Chairs

James Morgan, Vice President  
Marketing and Membership  
Wisconsin Manufacturers and Commerce, Madison

Rep. Sindy Pope-Roberts, D-Middleton  
Chair, Assembly Education Committee

## Task Force Members

Ray Allen, Publisher  
The Madison Times

Wendy K. Baumann, President  
Wisconsin Women's Business  
Initiative Corporation, Milwaukee

Diana Borth, Middle School Teacher  
Badger Ridge Middle School, Verona

Rep. Brett Davis, R-Oregon  
Assembly Education Committee

Jody Forsythe, Marketing Educator  
Northwestern High School, Maple

Anthony Frontier  
Director of Curriculum and Instruction  
Whitefish Bay School District

Nancy Graese, Education Consultant  
Cooperative Educational Service Agency 11, Turtle Lake

Edward Grochowski  
Marketing and Entrepreneurship Instructor  
Gateway Technical College, Kenosha

Keith Gundlach, Agriculture Teacher  
Randolph High School

Urs Haltinner, Interim Associate Dean  
College of Education, Health and Human Sciences  
University of Wisconsin-Stout, Menomonie

Tom Hanna of Hartland  
Member, Swallow School Board

Margaret Henningsen, Vice President and Founder  
Legacy Bancorp and Legacy Bank, Milwaukee

Charles Hoslet, Managing Director  
Office of Corporate Relations  
University of Wisconsin-Madison

Tania Kilpatrick, Coordinator  
Career and Technical Education  
Cooperative Educational Service Agency 6, Oshkosh

Kim Kindschi, Executive Director  
Division of Entrepreneurship and Economic  
Development, University of Wisconsin-Extension

Paul Larson, Agriculture Educator  
Freedom High School

Kristin Leglar, Instructional Programs Developer  
Wisconsin Education Communications Board

Sen. John Lehman, D-Racine  
Chair, Senate Education Committee

Richard Leinenkugel, Secretary  
Department of Commerce

David Mancl, Director, Office of Financial Literacy  
Wisconsin Department of Financial Institutions

Kristen McDaniel, Teacher  
Economics and Women's Studies  
Fort Atkinson High School

Demond Means, District Administrator  
Mequon-Thiensville School District

John Nelson, Teacher  
Engineering Design and Development  
Lakeview Technology Academy, Pleasant Prairie

Sen. Luther Olsen, R-Ripon  
Senate Education Committee

Amy Pietsch, Venture Center Director  
Fox Valley Technical College, Appleton

ReDonna Rodgers, President  
Center for Teaching Entrepreneurship, Milwaukee

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## WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

**Mailing Address:** P.O. Box 7841, Madison, WI 53707-7841 • **Street Address:** 125 South Webster Street, Madison, WI 53703  
**Telephone:** (608) 266-3390 • **Toll Free:** (800) 441-4563 • **FAX:** (608) 267-1052 • **TDD:** (608) 267-2427 • **Internet Address:** [dpi.wi.gov](http://dpi.wi.gov)

Jim Rumage, Marketing Teacher  
Milwaukee Business High School

Mark Schroll, Program Coordinator  
Kern Family Foundation, Waukesha

Liz Schrum, Director  
Wisconsin Innovation Network, Madison

Rishi Shah, CEO  
Flying Cart LLC, Madison

John Smith, Business Education Lecturer  
University of Wisconsin-Whitewater

Mike Tokheim, Education Director  
Business and Information Technology  
Wisconsin Technical College System

Carole Trone, Director  
Wisconsin Center for Academically Talented Youth  
University of Wisconsin-Madison

Ryan Ubersox, Technology Education Teacher  
Waunakee High School

Tara L. Villalobos, Associate Principal  
Nicolet Union High School, Glendale

Sen. Kathleen Vinehout, D-Alma  
Senate Committee on Economic Development

Wendy Way, Associate Dean,  
Undergraduate Academic Programs  
University of Wisconsin-Madison

Renee Zimmerman, Training Support Coordinator  
Culvers Franchising System Inc., Sauk City